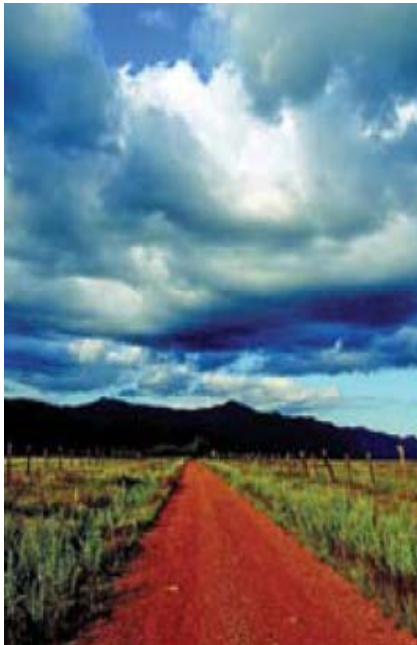


Organizational Considerations



INITIAL CATALYST



AOT EXPANDS WITH ARIZONA ORIGINS

1. Arizona-Sonora Desert Region
Geotourism MapGuide
2. Website Integration
3. Marketing – Web and Print
4. Public Relations
5. Outreach/Education

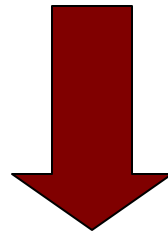


ARIZONA GEOTOURISM COUNCIL ROLES

1. Understand the concept of sustainability and the cultural & natural importance of the Arizona/Sonoran region - be capable of articulating this and the Geotourism concept.
2. “Ambassadors” for the MapGuide project and Geotourism in general.
3. Provide a voice to better ensure their region and/or sector is effectively represented.
4. Facilitate the bi-national collaboration and relationship this project is forging – potential involvement at Arizona Mexico Commission Plenary Sessions.
5. Oversee and provide feedback and direction as the MapGuide effort progresses forward.
6. Maintain coordination and oversight in future years to increase integration of Geotourism principals and sustainable development practices throughout Arizona.

LEVERAGING STATE EFFORTS

CVB, Chamber , Other



**How does our individual region
reinforce/capitalize on these
statewide efforts**

APPROACHES TO FURTHER SUPPORT

- **Broader education/outreach?**
- **Co-op marketing opportunities?**
- **Integration in grant/incentive programs?**
- **Research/advisory assistance?**

CONCLUDING THOUGHTS



What is your major “take away” from today’s involvement?

What is one step you can take to integrate Geotourism and Arizona Origins thinking when you get back to the office?



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Organizational Considerations

